

Workshop 1 – read: (Moderation: C. Maron)  
ICV MANAGEMENT CONFERENCE - AGENDA  
November 25, 2017, Hilton Airport Hotel, Munich



International  
Association  
of Controllers



LinkedIn

XING



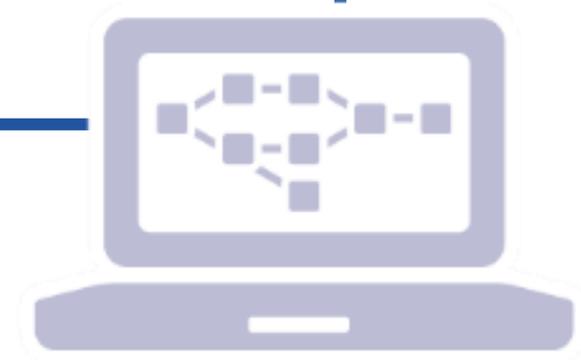
Claudia Maron, [claudia.maron@datev.de](mailto:claudia.maron@datev.de)

Controlling – Zukunft gestalten

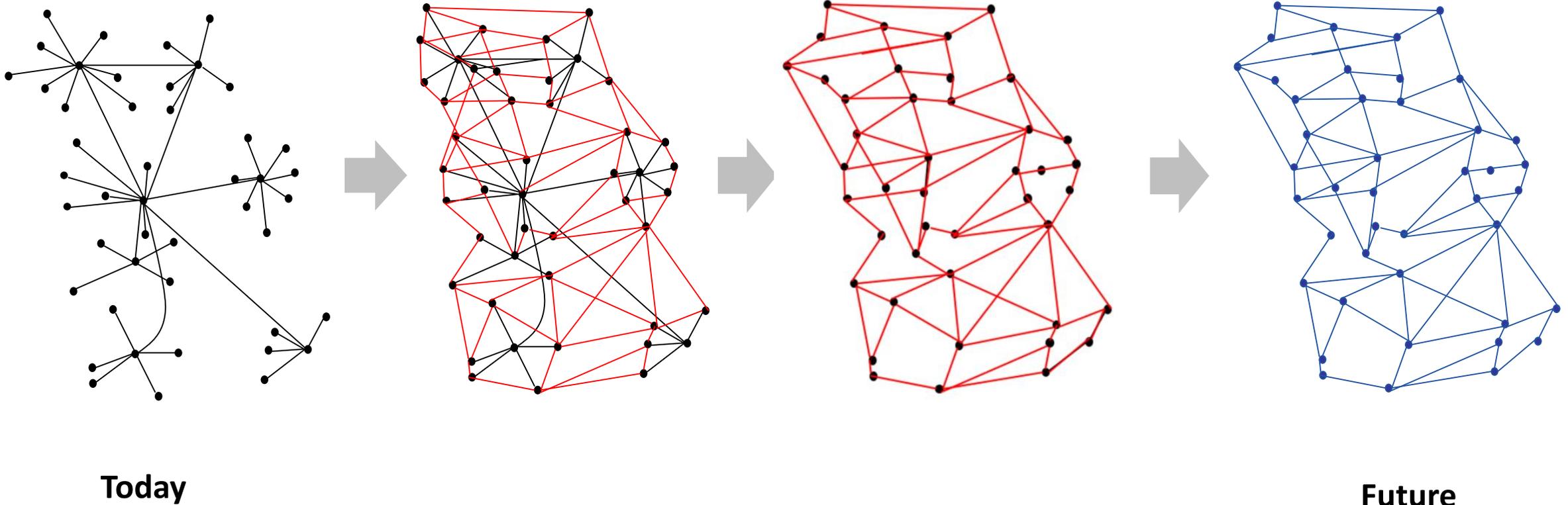
## Workshop

### Our Goal

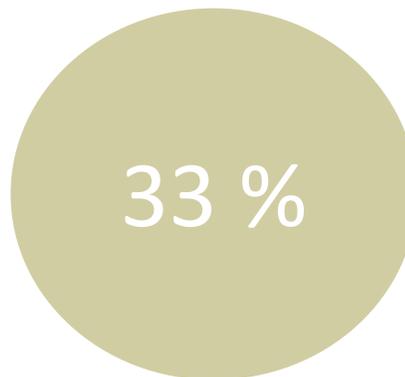
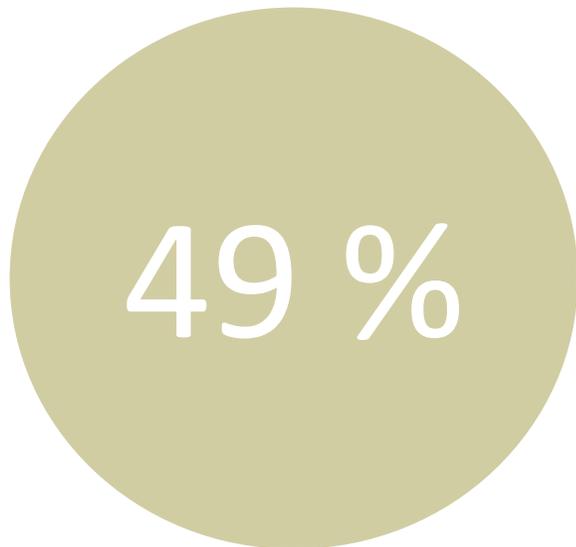
How can the ICV continue to expand its future viability? Cooperation and expectations of the executives towards the ICV and the ICV Board.  
Goal: Practical implementation for further, especially digital professionalization



# From a more or less hierarchical structure to a network structure Or how to build a platform



# Do you know these two percentages?



icv

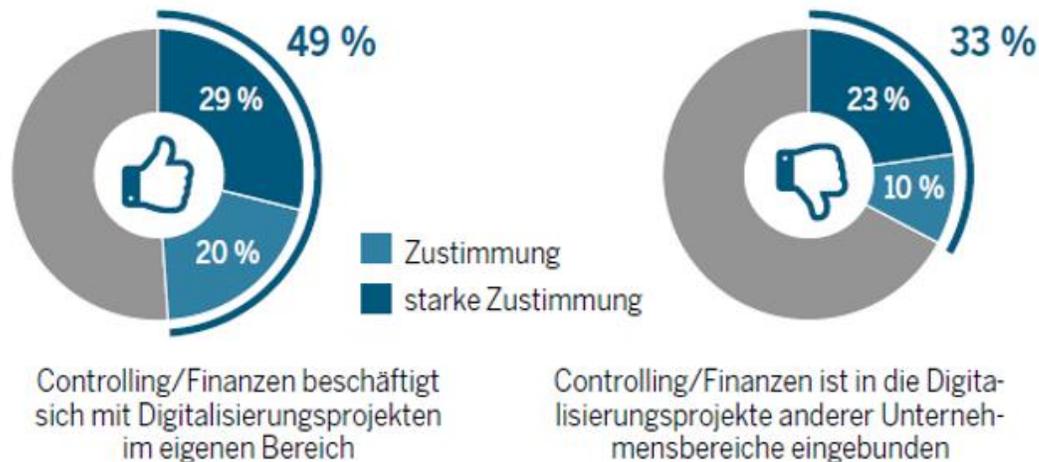
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# Digital professionalization is also for the ICV itself, not only for our customers

## Digitalisierung in Controlling/Finanzen

Jede zweite Controlling-Abteilung betreibt Digitalisierungsprojekte – in Initiativen anderer Bereiche eingebunden ist nur ein Drittel.



www.die-wirtschaftszeitung.de  
Sonderbeilage der Wirtschaftszeitung, Controlling 4.0, April 2017

Quelle der Grafiken: ICV

## Assessment of the workshop group

How high would you rate the digitalization initiatives the ICV offers their customers?

Answer: very high

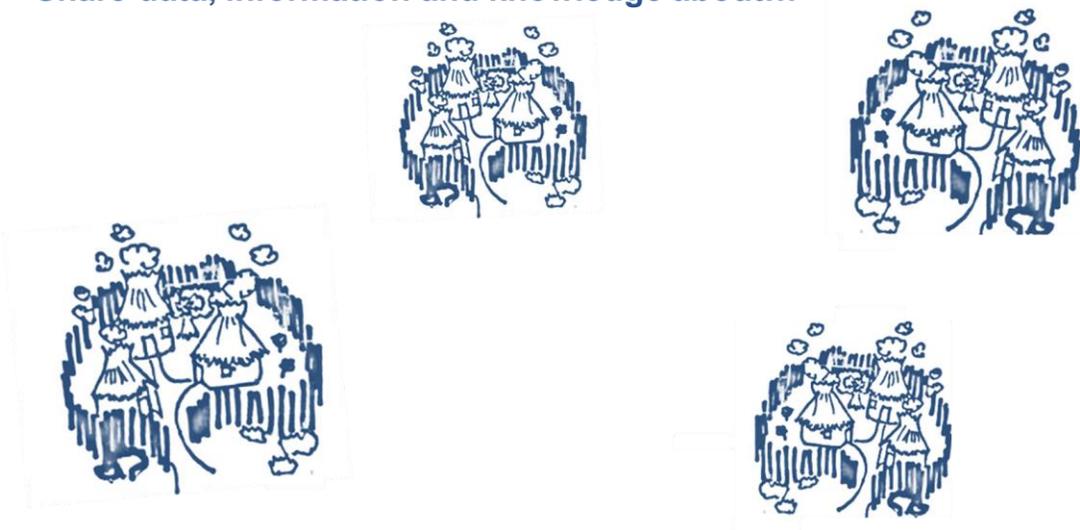
How high are our own initiatives within the community towards digitalization:

Answer: There is still much to do here

# Regional - Workgroups

## Today

Share data, information and knowledge about...



## Future

Share data, information and knowledge about...



# Themed - Workgroups

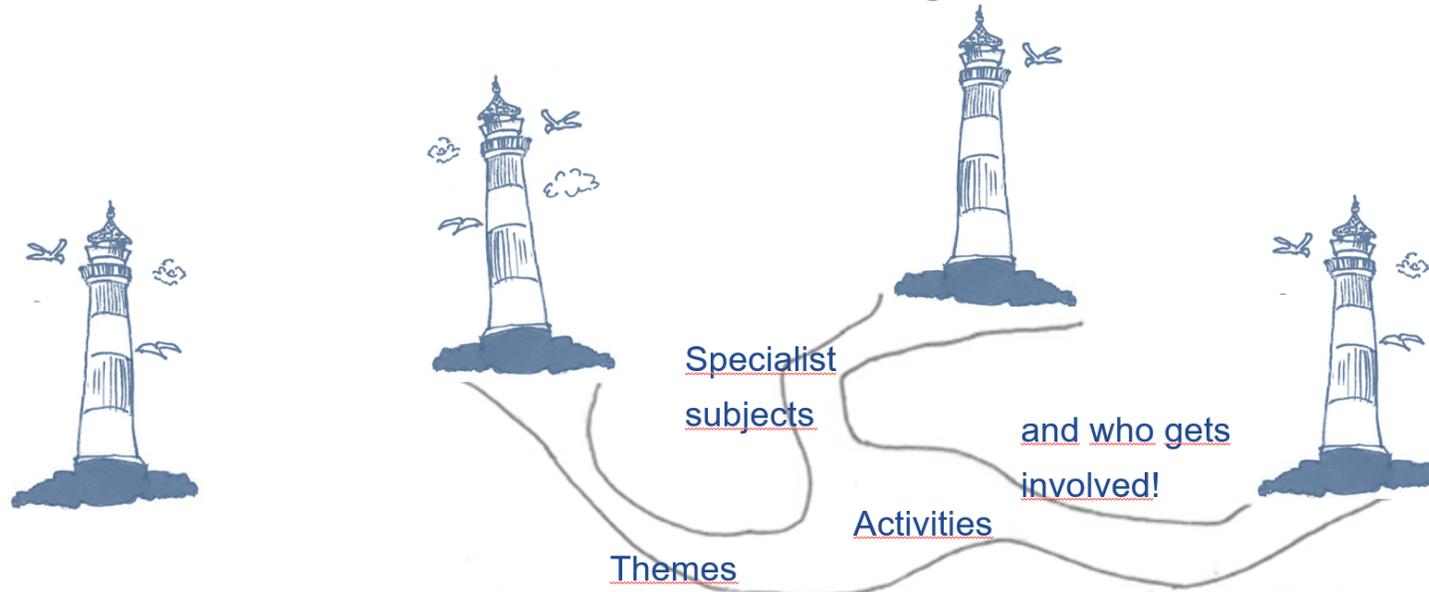
## Today

Share data, information and knowledge about...



## Future

Share data, information and knowledge about...



## If the ICV knew what knowledge is currently available in many decentralized administrations

### Decentralized information

Individual members of the same companies with branches in Germany and Europe with participation in AK - Nord, AK Munich, AK Moscow, this company is also hosting an ICV event

At the same time, a member of the AK Berlin works in the FAK Big Data and speaks at an Controlling Event

Controlling topics are developed in the ideas workshop, in (specialist) working groups and communicated via publications.

### Shared information

The controlling association is interesting for the company

- Offer company membership
- Show appreciation for commitment, f.ex. VIP invitation

This information is now accessible to everyone in the network

- AK leader is looking for a speaker in Big Data for autumn conference
- Offer loyalty pass for commitment

Information in combination with evaluations topics / members allows

- More targeted knowledge building in the network
- Event-related exchange of experience
- Addressing members on exactly the topics that interest them (congress invitations, memberships, etc.)

# Platform Business Modell Analysis

1. Who are the platform's distinct customer types?

2. What value does each customer type receive from the other customers?

3. What value does each customer receive from the platform itself?

Customer	Value received from other customers - \$ in bold	Value received from platform - \$ in bold	Value provided to other customers - \$ in bold	Value provided to platform - \$ in bold	Customers they attract	Profile
Customer Type A						
Customer Type A						

4. What value does each customer provide to the other customers? Which customer receives that value?

5. What value does each customer provide to the platform?

7. What is the profile of each customer, based on these criteria
- if one customer attracts more customers than any other, they are the „linchpin“
  - Any customer who provides monetary value to the platform, is a „payer“
  - If one customer provides the most monetary value to the platform, they are the „primary payer“
  - Any customer who provides no monetary value to the platform, but does provide value to other parties, is a „sweetener“

6. For each customer – which types of customers does it attract to the platform?

Quelle: Columbia University, Digital Business Strategy, Okt. 2017

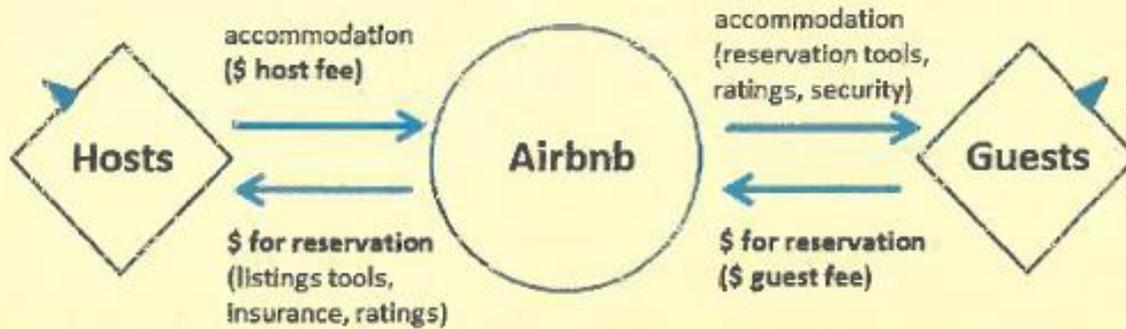
# Platform Business Modell Analysis: Airbnb



Customer	Value received from other customers - \$ in bold	Value received from platform - \$ in bold	Value provided to other customers - \$ in bold	Value provided to platform - \$ in bold	Customers they attract	Profile
Guests	Accommodation (hosts)	Reservation tools, ratings, security	\$ for reservation (hosts)	\$ guest fee (6-12%)	Hosts	Primary payer
Hosts	\$ for reservation (guests)	Listings tools, insurance, rating	Accommodation (guests)	\$ host fee (3%)	Guests	Payer

Quelle: Columbia University, Digital Business Strategy, Okt. 2017

# Platform Business Modell Analysis: Airbnb – Visual map



The map is drawn in five steps, using the information filled in your chart:

1. **Names:**

- Write the name of the platform itself in the middle of your map
- If there is a *linchpin*, write its name directly above the platform
- If there is a *primary payer*, write their name directly to the right of the platform
- Then, go clockwise: writing the names of other *payers*
- Finally, further clockwise: write the names of any *sweeteners*.

2. **Shapes:** Draw a circle around the platform's name, a diamond around any payers, and a square around sweeteners

3. **Attraction:** On each customer's shape (diamond or square), add a small spike for every other customer that is *attracted by them* to the platform

4. **Value received:** Draw an arrow out from the platform to each customer. Next to the arrow, write the value it receives from other customers. Then, in parentheses, write the value it receives from the platform itself. (In both cases, indicate monetary value in bold.)

5. **Value provided:** Draw an arrow from each customer in to the platform. Next to the arrow, write the value it provides to other customers. Then, in parentheses, write the value it provides to the platform itself. (In both cases, indicate monetary value in bold.)

Quelle: Columbia University, Digital Business Strategy, Okt. 2017

## Goal

**Practical implementation for  
further, especially digital professionalization**

**How can the ICV continue to expand its future  
viability? Cooperation and expectations of the  
executives towards the ICV and the ICV Board**

Types of platform customers	Value provided to other customers	Value to provided to platform	What has to happen?
<b>Members</b>	<ul style="list-style-type: none"> <li>Workgroup leaders will profit form less administration</li> </ul>	<ul style="list-style-type: none"> <li>Customers (Members) deliver data on their own and are responsible</li> <li>Customer-Profile and tracking will be possible</li> </ul>	<ul style="list-style-type: none"> <li>Centralizing the customer and event-management</li> <li>Decentralizing the usage of the system</li> <li>Build up a logical structure</li> <li>Load up historical data</li> </ul>
<b>Non-Members</b>	<ul style="list-style-type: none"> <li>ICV: acquisition becomes more focused</li> </ul>	<ul style="list-style-type: none"> <li>Customer-Profile and tracking will be possible</li> </ul>	<ul style="list-style-type: none"> <li>Define role xxx (img_6066)</li> <li>Build high quality of the data pool</li> </ul>
<b>Workgroups (ICV)</b>	<ul style="list-style-type: none"> <li>Non-Members: easier access to information</li> </ul>	<ul style="list-style-type: none"> <li>Information gathering:               <ul style="list-style-type: none"> <li>Hosts for events Companies, universities, ...)</li> <li>Speakers</li> <li>Subjects/themes</li> </ul> </li> <li>Deliver the necessary information</li> </ul>	<ul style="list-style-type: none"> <li>Workgroup “big data” could support the implementation together with a Team of the ICV; Andreas Seuffert could work out a reccommendation</li> <li>Make or buy decision is necessary</li> </ul>

Types of platform customers	Value received from other customers	Value received from platform	What has to happen?
<b>Members</b>	<ul style="list-style-type: none"> <li>■ Access to Network</li> <li>■ Access to knowledge of others and benchmarking</li> <li>■ Network with Non-Members</li> </ul>	<ul style="list-style-type: none"> <li>■ Getting the right (selected) event invitation</li> <li>■ Access to events, visits and potential employee searcher (HR?)</li> </ul>	<ul style="list-style-type: none"> <li>■ Implement a platform for customer data maintenance and event-management</li> </ul>
<b>Non-Members</b>	<ul style="list-style-type: none"> <li>■ Access to Network</li> <li>■ Get in contact with experienced members</li> <li>■ Access to knowledge of others and benchmarking</li> </ul>	<ul style="list-style-type: none"> <li>■ Getting invitations for events (e.g. first for free)</li> </ul>	
<b>Workgroups (ICV)</b>	<ul style="list-style-type: none"> <li>■ Facilitate Administration</li> <li>■ Self-data-management by members</li> <li>■ Track event visits, activity and absence (workgroups)</li> <li>■ Identify inactive members</li> <li>■ If attractive: gain new members</li> </ul>	<ul style="list-style-type: none"> <li>■ Track activity of members regarding events, congresses and other workgroups</li> <li>■ Tool sending out invitations</li> <li>■ Information about new member registrations</li> <li>■ Automatic data, non-manual data reconciliation (ICV Headquarter)</li> </ul>	

**All data in 1 place**

**The positive feedback from the plenary confirms  
that there is a need and  
we should continue to work on this subject**

**Dr. Herwig Friedag (analogous):**

**We started discussing this idea 6 years ago,  
it is now very good to act**



value provided to other customers

value to provided to platform

ha

Members

Work groups will profit from <sup>leader</sup> Less administration

Customer delivers data on their own and are responsible

Central and decentralized

Non Members

Easier access to information, acquisition becomes more focused

Customer profile and tracking will be possible

- Built
- Load
- def

WORK groups

- Information gathering
- hosts,
  - speakers
  - subjects

- built
- dot
- Wor
- col

Customer delivers data on their own and are responsible

Customer profile and tracking will be possible

Informations gathering

- hosts,
- speakers
- subjects

will deliver the necessary information

Centralising the customer and event management  
decentralising the using of the system

- Build up a logical structure
- Load up historical data
- define role concepts
- build high quality of the data pool
- Workgroup big data could support together with

a Team of IGV

MEMBER • AN LEITER WERDEN •  
VON ADMINISTRATION  
ENTLASTET

• VERNETZEN SICH  
• INFORMATION

NON MEMBER INFORMATION

AKQUISITION ICV  
EINFACHER ZUGANG  
ICV

AN LEITER STELLEN •  
INFORMATIONEN  
ZUR VERFÜGUNG

• CUSTOMER LIEFERN  
IHRE DATEN SELBST  
& ES ENTSTEHT EIN PROFIL  
& BEARBEITET DATEN  
SELBST

• NONCUSTOMER LIEFERN  
IHRE DATEN SELBST  
INFORMATIONEN LIEGEN  
VOR (GASTGEBER,

AN LEITER STELLEN  
INFORMATIONEN  
ZUR VERFÜGUNG  
CUSTOMER LIEFERN  
IHRE DATEN SELBST  
& ES ENTSTEHT EIN PROFIL  
& BEARBEITET DATEN  
SELBST  
NONCUSTOMER LIEFERN  
IHRE DATEN SELBST  
INFORMATIONEN LIEGEN  
VOR (GASTGEBER)

- Logik aufbauen von wo
- Multiple Mülly

Reinhaltung  
der Nutzung

- Rollenkonzept
- Datenbereinigung
- Andreas Seeyer  
Loll Vassiloy  
treibende

Team  
im KV

REPERIT THEMEN Fake or bus

# ← ACCESS TO NETWORK

• Access to Knowledge of others + Benchmarking

- Network with non Members

• Getting the right (selected) Event invitation

*Strengths, projects*

• Access to event visits and potential

Employee

## other customers

- Facilitate Admin.
- Self data management by members
- Track Event visits + activity (WG) + absence
- Identify inactive members

## platform

- Track activity of members regarding Euerik Congress, other WG
- Tool sending out invitations
- Info about new member registrations

## happen?

Implement a platform for Customer data maintenance + Event Management

if attractive:

- Autom. data
- non manual

# NON-MEMBERS

Value received from other customers

← ACCESS TO NETWORK

- get in contact with experienced members

- Access to knowledge of others +

Value received from platform

• Getting invitations for events  
e.g. first free!

What has to happen?